



**THE TPA Online
Meeting Minutes: June 12, 2000**

ATTENDEES:

Web Steering Committee: (Jane Severson, Rob Brook, Chad Gross, Barbara English-Belanger, Rene Dupre)

Web Project Team: (Bill Sagan, Marj McMurtrey, Judy Finley, Jan Olsson, Mark Davis, Pam Bruss, Heidi Korengold, Kim Garnett, Cindy Gibbs)

Jane, TPA Online Project Director, provided an introduction with goals for the meeting.

Rob presented the corporate vision for The TPA Online Project:

- *Revolutionize health care benefits administration in the industry
- *Increase the customer's positive experience
- *Decrease operational costs in support of streamlined service delivery

There is a three-year plan to convert customers to this new online service with the initial product being "Online Enrollment"

- The project is designed to be implemented in phases:
- Phase I is the "soft" launch of this online service on September 5 for a group of beta clients
The beta clients will be 15-20 customers with a total of about 25,000 lives
- Phase II is to implement an additional group of current clients in the fourth quarter
- Phase III is an organization-wide sales launch which will include 25% of the in-force customers (30,000-40,000 lives) to be implemented in 1Q01
- Phase IV: Offline product will no longer be sold effective July 1, 2001

Everyone needs to be a team member embracing the concept to put the structure behind the Project

Jane presented the structure for the project for leadership needed for content and departmental plan development. She addressed project questions, concerns and suggestions.

- Each week the Web Project Team will meet to determine departmental milestones from the plan they are responsible for developing and implementing.
- Each leader will provide a weekly status report as well as critical issues to be discussed at the team meeting.
- Team Meetings will be held Mondays from 10:00 – 11:30 am CDT. The call in information is: 719-595-2288, ID #4892
- Jane led the discussion on the content assignments matrix and managers aligned themselves and their departmental staff with content needs and resources.
- Barbara English-Belanger, Internet Business Development, LLC, created the organizational structure for the content management project. She reviewed and aligned the Site Architecture with the Business Requirements Document and the "Power Point" navigation based on information provided. She developed a structured work process for the Content Manager and writers to follow for content development. TPA Managers can begin to collect content to forward to the writer for this process.
- Terrie Wheeler, Professional Services Marketing, will be the Content Manager for the project. She will coordinate the writers which includes assigning them to content



sections, gathering information, and interviewing assigned staff. Terrie is the key contact for additional questions related to content and the writing effort.

Jane closed the meeting encouraging people to contact her with additional questions and action items.

Attachments: Content Matrix w/ assignments